GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:958
ANSWERED ON:27.07.2001
BIDS FOR DD METRO
VILAS BABURAO MUTTEMWAR

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have invited bids for DD Metro three hour slot;

(b) if so, the number of bids received and the names of the parties interested in DD Metro time slot; and

(c) the time slot available on DD metro, the period for which these slots are to be given and the revenue likely to be earned from such time slots?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) Prasar Bharati had invited bids for DD Metro airtime from 7 p.m. to 0030 a.m.

(b) to (c): Prasar Bharati has informed that the time slots between 7 p.m. − 9 p.m. and 9 p.m. to 10 p.m. were allotted to M/s Nine Network Australia Pty. Ltd., through an open bid process, for a period of one year expiring on 10.9.2001 and 15.10.2001 respectively. The time slots from 10 p.m. to 0030 a.m. were already vacant. Therefore, open bids were invited for the airtime from 7 p.m. to 0030 a.m., with a floor price of Rs. 115 crores for 7 p.m. to 11 p.m. and without any floor price for the slots from 11 p.m. to 0030 a.m. In response, one bid for the 11 p.m. to 12.00 (midnight) slot was received from M/s Moving Pictures Company India Private Limited, with an offer of Rs. 50 lakhs net only. Prasar Bharati then took a decision to invite fresh bids for 7 p.m. to 11 p.m. slots, without fixing any floor price. The time slot, the names of the bidders and their offers are as under:

Time slot	Name of the bidders	Bid Amount in Rs.
7.00 to 8.00 PM	M/s Prachar Communications	1,00, 53,158/-
8.00 to 9.00 PM	M/s British Nandy Communications	1,01, 00,000/-
	M/s Prachar Communications	4,60, 34,921/-
	M/s Sri Adhikari Brothers	9,00, 00, 000/-
9.00 to 10.00 PM	M/s Prachar Communications	6,38, 00,921/-
	M/s Sri Adhikari Brothers	9,00, 00, 000/-
10.00 to 11.00 PM	M/s Prachar Communications	4,00, 67,921/-

Sum total of highest bids 23,01,21,079 (Net)

The bid offers received were too low and Prasar Bharati, after due consideration, has rejected the offers.